

# ORDER

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KSNV

Amy McCreary

BLPHI

National

## Orders

Order / Rev: **108295**  
 Alt Order #: 06868207  
 Product Desc: Horsford/DCCC  
 Estimate: 2250  
 Flight Dates: 10/26/12 - 10/30/12  
 Original Date / Rev: 10/25/12 / 11/06/12  
 Order Type: GENERAL

Primary AE:  
 Sales Office:  
 Sales Region:

## Agency

Name: **GMMB, Inc. / Washington D.C.**  
 Buying Contact:  
 Billing Contact:  
 Washington Harbor  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: **DCCC/ Horsford Revised**  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$18,100.00	\$15,385.00
10/29/12	10/30/12	17	\$16,475.00	\$14,003.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$18,100.00	\$15,385.00	0.00
November 2012	17	\$16,475.00	\$14,003.75	0.00
Totals	25	\$34,575.00	\$29,388.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSNV	26%	\$34,575.00
Market	100%	\$132,980.77

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$33,245.19
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	25%	\$33,245.19
KTUD	1%	\$1,329.81
KVVU	18%	\$23,936.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,649.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/26/12	10/30/12	M-F 5-6a WakeUp w/WagM	5-6a		MT--F--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				M-F 5-6a WakeUp w/Wagners											

WAKE UP WITH THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 108295  
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 Flight Dates: 10/26/12 - 10/30/12

Advertiser: DCCC/ Horsford  
 Product Desc: Horsford/DCCC  
 Estimate: 2250

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/26/12	10/30/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT--F--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			2			\$450.00		0.00			
E 2	KSNV	10/28/12	10/30/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MT----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/28/12		10/28/12	11/03/12	MT----S			1			\$200.00		0.00			
E 3	KSNV	10/26/12	10/30/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT--F--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			2			\$700.00		0.00			
E 4	KSNV	10/26/12	10/30/12	Today Show Today Show	CM	658a-9am	MT--F--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			2			\$900.00		0.00			
E 5	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-			1			\$625.00		0.00			
E 6	KSNV	10/28/12	10/28/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S			1			\$3,000.00		0.00			
E 7	KSNV	10/26/12	10/30/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			1			\$325.00		0.00			
E 8	KSNV	10/26/12	10/30/12	Noon News Noon News	CM	12-1230pm	MT--F--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			1			\$425.00		0.00			
E 9	KSNV	10/26/12	10/30/12	Dr. Phil Dr Phil	CM	3-4p	MT--F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			1			\$450.00		0.00			
E 10	KSNV	10/26/12	10/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT--F--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			1			\$725.00		0.00			
E 11	KSNV	10/26/12	10/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT--F--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			1			\$725.00		0.00			
E 12	KSNV	10/26/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	MT--F--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12		10/26/12	11/01/12	MT--F--			3			\$1,200.00		0.00			
E 13	KSNV	10/26/12	10/30/12		CM	630-7pm	MT--F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00

